NEW BRANDS SUMMARY

WEEK ENDING 02/01/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE		SHIPMENT SHARE WEEK	4 WK	CUME
Bristol	135.60	1.1	*	2.03	1.75	1.09
Bucks	41.23	0.4	*	0.62	0.60	0.66
Marlboro Men Box – Reg 1	2.09	N/A		0.17	0.24	0.26
TEST MARKET						
Next De-Nic – Tampa	0.04	0.4	#	0.05	0.25	0.45
B&H De-Nic – Arizona	1.66	1.2	#	2.92	1.66	0.57
Marlboro Ultra Lights						
Indianapolis (B/W)	1.01	1.9	#	1.35	0.91	1.11
Portland (R/C)	0.47	1.1	#	0.54	0.48	0.67
Nashville (R/W)	0.66	1.8	#	1.27	1.15	1.34
Cartier						
Los Angeles	0.06	0.5	#			
San Francisco	0.00	N/A				
San Diego	0.01	N/A				
Bucks						
Arizona	0.65	0.5	#	0.81	0.68	0.69
Birmingham	0.41	0.7	#	0.62	0.45	0.68

* New Nielsen
** Convenience Scanning
\# Retail Audit

COMPETITIVE

NATIONAL/REGIONAL	SHARE RETAIL		MONTHLY SHIPMENT
Camel Ultra Lights (SDI adj)	0.7	# 9 mkts	0.8
Misty	0.2	*	0.2
Heritage	0.2	*	0.1
Sterling	0.2	*	0.2
Viceroy KSF Box	0.1	*	0.1
TEST MARKET			
Horizon – Atlanta	0.5	#	0.2
Chelsea			
Eastern PA	N/A		LT 0.1
Tampa/Orlando	0.5	#	0.1
Nevada	N/A		LT 0.1
Salem Gold – Cleveland	LT 0.1	***	LT 0.1
Dakota			
Houston	0.4	**	0.2
Nashville	0.4	#	0.3
Kool Deluxe			
Houston	0.5	**	0.3
Hawaii	0.7	***	1.0
Bull Durham – N.H./CA (part)	0.2	***	0.1

*** ICC
**** Scanning Supermarkets

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Source: https://www.industrydocuments.ucsf.edu/docs/jjgn0004